



MINUTES: Parnell Inc. Committee Meeting

August 26th 2014

Jubilee Building, 545 Parnell Road

Welcome – Paul Spackman

Apologies – Jock Irvine

Paul Spackman stepped in as the chair and opened the meeting. The meeting began at 4pm.

Attendees: Paul Spackman, (Chair)

Committee:- John Bardebes, Rebecca Foley, Martyn Hamilton, Hamish Lewis, Kelvin Ricketts

Parnell Inc:- Cheryl Adamson, Nickala Hanley

Auckland Council:- Annie Inwood, Christopher Dempsey

Parnell Inc. General Manager: Cheryl Adamson

a. Paul welcomed the new Committee Members Dana Johnston and Jason Galea, and proposed a formal resolution to co-opt them onto the Executive Board for the next 2 meetings.

Resolution moved by: Paul Spackman Seconded by: Martyn Hamilton, all agreed

b. The minutes from the July meeting were approved, moved by Martyn Hamilton, Seconded by John Bardebes, all agreed.

2. AGM Requirements

- Review of Annual Financial Statements

Cheryl presented the annual financial statements as prepared by Lynch Phibbs and audited by David Knightley. She explained some of the content as well as a breakdown of income and expenditure pre and post her appointment.

They were approved by the meeting, but it was agreed that the meeting would still prefer to get Jock to sign, and Cheryl would facilitate this.

Approval moved by: Paul Spackman Seconded by: John Bardebes

- BID Extension boundaries and update on sponsorship

Cheryl gave an update on the 30K sponsorship she had secured to date and outlined some of the people she still plans to see. Paul asked if the sponsors were confidential. It was agreed the general info was not confidential, but neither were the exact details of the sponsorship for public broadcast purposes as certain sponsors preferred a low-key₁

approach. Cheryl said she was confident to proceed with the BID Ext initiative based on this minimum amount and would still continue sourcing the balance. She anticipated that there would be quite a few smaller companies who may take an advert in the prospectus and this would generate funds as well.

Cheryl mentioned that The Gardens had gone into receivership so another suitable publication would need to be chosen for the 6 month insertions and any suggestions from the committee were welcome. Annie suggested Idea Log.

- **Boundaries:**

Cheryl described the two boundary scenarios, and some of the implications related to the amount of rateable properties and potential income. Cheryl and Annie will make final recommendations at the next monthly meeting. Jason asked whether it was possible to exclude individual businesses: Annie advised that it is possible but a difficult process, especially if they are included within a border. Paul asked when we need to make a decision by: Cheryl advised before the AGM was preferable, and the EVL survey may give us some lead in this regard, especially with reference to areas like Carlaw Park. Annie advised that the Boundary decision could be delayed until even beyond the AGM and could be revised right before voting - but this was not always advisable. John Bardebbs mentioned one of the large property owners in Carlaw Park, whom he could possibly introduce.

- Cheryl reiterated the feedback from Annie since the last meeting regarding voting rights of nominated property managers or lawyers as long as it was from different landlords.

- Cheryl noted that she had not managed to send out the EVL survey, and it would go out shortly. Certain landlords and top management would need to be contacted personally, so this was potentially a long job. An Associate Member KDB-It have offered an iPad as a prize for survey completion. Annie Inwood advised that doing a survey is the most beneficial way to advocate the expansion to EVL's as it proves endorsement.

- **AGM requirements**

Cheryl went through the list of actions required for the AGM.

- Notice of the AGM with Agenda to go out on the 9th Sept:
- Register of members to be available / coloured tags: to distinguish between voters.
- Annual report including financials, Chairman's Report – (draft deadline and content would need to be discussed with Jock), as well as the report of the General Manager – Cheryl committed that her draft will be ready on the 15th, and feedback required by the 19th
- There would need to be a Special Resolution for the Partnership agreement with the council. This new period was discussed and it was agreed that it should be ongoing with a 3 month notice period.
- There would need to be a Special Resolution to approve that we initiate the BID expansion process.

- Cheryl noted the 3 different budgets that would need to be presented and explained the resolution to increase the targeted rate for current members and how this would work in various scenarios.
- Cheryl committed that her Powerpoint presentation at the AGM of how the BID Ext works, would be ready for comment a week before the AGM. Various committee members expressed the desire to be sure we will all be of one mind when we are talking the benefits.
- Cheryl implored that we invite previous committee members and known supporters to the AGM in case we had any landlord opposition.

- Executive Committee nomination forms

All candidates (including incumbents) for nomination to the Executive Board would need to complete the nomination form and get other board members to counter-sign.

Cheryl would revise the Code of Conduct slightly as this would also need to be signed by each Executive Committee member.

3. Monthly Report General Manager – Cheryl

- Cheryl showed the new 1 page summary format of the monthly Forecast & Budget as requested by Paul.
- Landlord/Tenant interface: Most of the meetings in the past month had been around sponsorship but 2 meetings had really been informative with regard to tourism – the Museum and MacKay Shipping.
- Website: The current website had collapsed and cost us 2K to fix. The tats on the current website are very encouraging at well over 40% improvement on the previous year. Netbranding are building the new website and Cheryl will be bale to demonstrate the layout in the next week or so. Cheryl expressed that she really wanted he new site up for the AGM but was a bit sceptical as there was an enormous amount of work to do. She felt the absolute latest was the date the BID Ext was announced publically (end Oct).
- Promotions:
 - ArtWeek looks good but questionable for next year in terms of cost;
 - Pamper Parnell going well;
 - NZBCF Auction idea we have left as we have not had a positive response and we don't have the resources
 - Market Day, we are now holding at Holy Trinity Cathedral on the 1st Nov and we have had a positive response
 - Christmas – we are now going to have the event during the day during retail hours in order to stimulate retail activity and are considering switching on the tree for the Market Day on November 1 – the Christmas event will happen on December 6 with Santa, elves and other fun-fare;
 - WOW (World of Wearable Art) travelling exhibition is coming to the museum and Cheryl is meeting with them next week to see how we can interact with this fabulous event.

Tennis – we have not had feedback from Karl – Cheryl and Dana have been meeting to discuss opportunities including approaching hospitality retailers to take part in a promotion, and a basic concept was presented.

White Nights – 14 March – this hadn't been budgeted for but was well supported last year (with 18K). So far we have only managed to allocate 7K to this event and need a curator as the previous curator is now a gallery in Newmarket.

- **Tourism & Community**

The cruise schedule for this summer has been released, and Cheryl noted that she will approach one of the main operator to see if they will bring a large group, but noted that the whole tourism sector was relationship based and we would need at least another year to achieve anything meaningful in this regard. She also noted that Parnell did not have a commissionable product to offer and this was a disadvantage. Kelvin agreed that it was almost a lost cause for the main operators.

Cheryl reported on a very good meeting with the new CEO of KiwiRail regarding the preservation of the old Diesel Depot, but also said that the Parnell station may be axed in Len Browns imminent budget.

- **Council Docs:**

Cheryl reported on all the council policy docs that had been submitted. LAP hearings are on September 8 which Cheryl will attend. Dana is attending one on the 29th resulting from his teams submission.

- **CCTV:** no quotes from Bill Groves yet but he has committed to send through by Monday. Cheryl visited Mangere Town Centre but the configuration is too different to ours to be helpful. Cheryl going to see Otahuhu to see their layout.

4. **Council Matters** Christopher commented on the possible rates increase in the mayors budget.

5. **Other** – Kelvin suggested that during the Christmas period, a school should be encouraged to take up the option of raising money via a gold coin donation shuttle service between Parnell Rd and the French Market.

6. **Next Meeting**, 30th Sept and the AGM on the 2nd Oct. The committee felt the preferable time to commence would be 5pm, with drinks afterward.

Meeting closed by Paul Spackman at 5:25pm.